Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 06 JUL 2006

Message Text

UNCLASSIFIED

PAGE 01 MONTER 00567 061719Z

73
ACTION FSI-01

INFO OCT-01 ARA-10 ISO-00 EB-07 COME-00 /019 W
---------- 101404
R 061500Z AUG 75
FM AMCONSUL MONTERREY
TO AMEMBASSY MEXICO
INFO SECSTATE WASHDC 1889

UNCLAS MONTERREY 0567

E.O. 11652: N/A
TAGS: AFSI, MX
SUBJ: MARKETING SEMINAR

REF: STATE 176867; MULLIN-RYERSON TELECON 4 AUGUST

1. CONGEN REQUESTS THAT EMBASSY NOMINATE FSO JOHN MULLIN FOR FSI-USDOC OVERSEAS MARKETING SEMINAR SCHEDULED FOR NOVEMBER 10 TO 21. DESCRIPTION OF COURSE CONTENT (INTENSIVE AND SOPHISTICATED, WITH EMPHASIS ON MARKETING AND MARKET RESEARCH) WOULD MAKE IT APPEAR TO BE AN EXCELLENT VEHICLE FOR SIGNIFICANTLY INCREASING THIS POST'S CAPABILITY TO IMPROVE U.S. MARKET POSITION IN THIS LARGE, DIVERSE AND RAPIDLY EXPANDING INDUSTRIAL MARKET AREA.

2. ON BASIS OUR MAJOR EFFORTS IN TRADE OPPORTUNITY PROGRAM, AND IN MOUNTING OF METALLURGICAL MACHINERY CATALOG SHOW LAST NOVEMBER, AND IN PREPARING FOR AN INDUSTRIAL INSTRUMENTATION EXPOSITION HERE IN NEAR FUTURE, EXPERIENCE HAS SHOWN THAT OUR MOST NOTICEABLE DEFICIENCY HAS BEEN LACK OF EXPERTISE IN MARKET REAEARCH TECHNIQUES. WITH A VERY SMALL STAFF VIS-A-VIS THE RANGE AND MAGNITUDE OF COMMERCIAL OPPORTUNITIES IN THIS CONSULAR DISTRICT, IT IS ESSENTIAL THAT OUR SALES EFFORT BE SHARPLY TARGETED TO ENSURE MOST PRODUCTIVE UTILIZATION OF LIMITED MANPOWER AND FUNDS, SO THAT POTENTIALLY REWARDING MARKET SECTORS AND CUSTOMERS ARE NOT NEGLECTED BECAUSE OUR ENDEAVORS ARE DEVOTED TO LESS PROFITABLE AREAS. THE FSI-USDOC SEMINAR WOULD THUS SERVE A REAL NEED BY GIVING CONSUL MULLIN ANH EXTREMELY USEFUL TOOL WHICH SHOULD BE OF IMMEDIATE PRACTICAL WORTH TO OUR WORK. UNDER MULLIN'S DIRECTION, MONTERREY'S ECONOMIC-COMMERCIAL PROGRAM HAS BEEN IMAGINATIVE AND UNUSUALLY PRODUCTIVE,
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AND THIS COURSE SHOULD BE OF LONG TERM PROFESSIONAL BENEFIT TO HIM,

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AS WELL AS MAKING A NEAR-FUTURE CONTRIBUTION TO THE ACHIEVEMENT OF
THIS POST'S OBJECTIVES.
MULLIN

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